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Another CBS First In the Nielson Race

By John Carmody

CBS's lineup of situation comedies led the network to another first in the Nielsen ratings race last week, with NBC and ABC trailing far behind.

Thanksgiving Week specials and movies generally did poorly on all three networks, although NBC's "Winnie the Pooh" finished sixth.

Part two of NBC's "Dr. Zhivago" finished 11th and

Broadcast Notes

ABC's Sunday movie, "The Laughing Policeman" finished in a three-way tie for seventh. CBS's two-parter on the John F. Kennedy assassination finished 40th and 41st.

Among the other holiday week ratings turkeys were CBS's country music special (53rd); ABC's Georgia-Georgia Tech football game (57th); NBC's social security special (58th) and ABC's documentary on consumerism, dead last among the 62 programs rated for the week of Nov. 24-30.

Other top 10 finishers, in order, were "All in the Family,: 1; "Rhoda" 2; "Phyllis" 3; "Maude" 4; "Carol Burnett Show" 5; "Mary Tyler Moore" and "$6 Million Man" tied with "Policeman" at 7; "The Jeffersons," 10.

Not exactly settled by the ruling is the question of whether Sens. Barry M. Goldwater (R-Ariz.) and George McGovern (D-S.D.) can accept the $25,000 ABC has agreed to pay each of them for doing campaign commentaries. A commission spokesman said such things are decided on a "case-by-case basis" and that no one has asked for a ruling on Goldwater and McGovern anyway.

But a spokesman for McGovern said yesterday that the Jordan ruling settles the matter for McGovern as well. "It's close enough," the spokesman said. A goldwater spokesman said the ruling has nothing to do with Goldwater's arrangement with ABC because it was already "clear as a bell" to Goldwater that the Campaign Law was not being violated.